

Contract # 1390141

Schedule Dates

10/09/12-10/15/12

Advertiser

Florida Democratic Party 3 Pack (23075)

Agency

Dudley Media (7265)

Product

POLITICAL ISSUE (ns) (1187)

Brand

FL DEM SACHS/BRUNO/S (475045)

Salesperson

TeleRep/DC, Washington DC (2995)

Sales Office

DUDLEY, BOB

Buyer Name

(202) 675-6936 /

Phone/Fax

3

CPE

National/Political Issue Agency BRD

Account Types

Weekly/Irregular

Billing Type

FL DEM SACHS/BRUNO/S

Comments

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

WPEC

1100 Fairfield Dr
West Palm Beach, FL 33407



Dudley Media
919 Catharine St
Philadelphia, PA 19147

Date Entered 10/08/12
Last Modified 10/08/12
Entered By Nancy Brutus
CO-OP No
Headline # 06364787
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,181.25
Net Total \$23,693.75
Sales Tax

West Palm Beach (WPEC)
By Broadcast Month Spots Rate
Oct. 2012 50 \$27,875.00
Grand Total: 50 \$27,875.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/09/12-10/12/12	3	:30	6A-7A (EST)	4		X	X	X	X			4	\$350.00	\$1,400.00	West Palm Beach (WPEC)		10/8/12
2.0	Normal Line / SPOT (2)	10/15/12-10/15/12	3	:30	6A-7A (EST)	1	1							1	\$350.00	\$350.00	West Palm Beach (WPEC)		10/8/12
3.0	Normal Line / SPOT (3)	10/09/12-10/12/12	3	:30	7A-9A (EST)	4		X	X	X	X			4	\$225.00	\$900.00	West Palm Beach (WPEC)		10/8/12
4.0	Normal Line / SPOT (4)	10/15/12-10/15/12	3	:30	7A-9A (EST)	1	1							1	\$225.00	\$225.00	West Palm Beach (WPEC)		10/8/12
5.0	Normal Line / SPOT (5)	10/09/12-10/12/12	3	:30	9A-10A (EST)	4		X	X	X	X			3	\$200.00	\$600.00	West Palm Beach (WPEC)		10/8/12
5.0.1	Closed Preempt (5)	10/09/12															West Palm Beach (WPEC)	Sold Out/Exception - Higher cash in breaks during that time due to political run	10/8/12
6.0	Normal Line / SPOT (6)	10/15/12-10/15/12	3	:30	9A-10A (EST)	1	1							1	\$200.00	\$200.00	West Palm Beach (WPEC)		10/8/12
7.0	Normal Line / SPOT (7)	10/09/12-10/12/12	3	:30	4P-5P (EST)	4		X	X	X	X			4	\$350.00	\$1,400.00	West Palm Beach (WPEC)		10/8/12
8.0	Normal Line / SPOT (8)	10/15/12-10/15/12	3	:30	4P-5P (EST)	1	1							1	\$350.00	\$350.00	West Palm Beach (WPEC)		10/8/12
9.0	Normal Line / SPOT (9)	10/09/12-10/12/12	3	:30	5:30P-6P (EST)	4		X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		10/8/12
10.0	Normal Line / SPOT (10)	10/15/12-10/15/12	3	:30	5:30P-6P (EST)	1	1							1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/8/12
11.0	Normal Line / SPOT (11)	10/09/12-10/12/12	3	:30	6P-6:30P (EST)	4		X	X	X	X			4	\$600.00	\$2,400.00	West Palm Beach (WPEC)		10/8/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPEEC		
By Broadcast Month	Spots	Rate
Oct. 2012	50	\$27,875.00
Grand Total:	50	\$27,875.00

Date Entered	10/08/12
Last Modified	10/08/12
Entered By	Nancy Brutus
CO-OP	No
Headline #	06364787
Demo	A35+R
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$4,181.25
Net Total	\$23,693.75
Sales Tax	

Account Types	National/Political Issue Agency BRD
Billing Type	Weekly/Irregular
Comments	FL DEM SACHS/BRUNO/S ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Advertiser	Florida Democratic Party 3 Pack (23075)
Agency	Dudley Media (7265)
Product	POLITICAL ISSUE (ns) (1187)
Brand	FL DEM SACHS/BRUNO/S (475045)
Salesperson	TeleRep/DC, Washington DC (2995)
Sales Office	TeleRep Washington DC
Buyer Name	DUDLEY,BOB
Phone/Fax	(202) 675-6936 /
CPE	3

Accepted-Agency/Advertiser:	
Accepted-Station:	
Date:	
Comments:	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT (12)	10/15/12-10/15/12	3	:30	6P- 6:30P (EST)	1								1	\$600.00	\$600.00	West Palm Beach (WPEC)		10/8/12
13.0	Normal Line / SPOT (13)	10/09/12-10/12/12	3	:30	7P- 7:30P (EST)	4		X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		10/8/12
14.0	Normal Line / SPOT (14)	10/15/12-10/15/12	3	:30	7P- 7:30P (EST)	1								1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/8/12
15.0	Normal Line / SPOT (15)	10/13/12-10/13/12	3	:30	7P- 7:30P (EST)							1			\$350.00		West Palm Beach (WPEC)		10/8/12
15.0.1	Closed Preempt (15)	10/13/12															West Palm Beach (WPEC)	Live Program Overrun/Exception -	10/8/12
16.0	Normal Line / Prime (16)	10/15/12-10/15/12	3	:30	10P- CBS-Hawaii Five-O (Monday)	1								1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/8/12
17.0	Normal Line / Prime (17)	10/10/12-10/10/12	3	:30	9P- CBS-Criminal Minds (Wednesday)				1					1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/8/12
18.0	Normal Line / Prime (18)	10/13/12-10/13/12	3	:30	10P- CBS-48 Hours (Saturday)							1		1	\$800.00	\$800.00	West Palm Beach (WPEC)		10/8/12
19.0	Normal Line / Prime (19)	10/14/12-10/14/12	3	:30	8P- CBS-Amazing Race (Sunday)								1	1	\$2,200.00	\$2,200.00	West Palm Beach (WPEC)		10/8/12
20.0	Normal Line / Prime (20)	10/14/12-10/14/12	3	:30	9P- CBS-The Good Wife (Sunday)								1	1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/8/12
21.0	Normal Line / SPOT (21)	10/09/12-10/12/12	3	:30	11P- 11:30P (EST)	4		X	X	X	X			4	\$700.00	\$2,800.00	West Palm Beach (WPEC)		10/8/12

CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:										Accepted-Station:									
Date:										Date:									
Comments:										Comments:									



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Agency Dudley Media (7265)
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Brand FL DEM SACHS/BRUNO/S (475045)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name DUDLEY, BOB
Phone/Fax (202) 675-6936 /
CPE 3
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments FL DEM SACHS/BRUNO/S
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22.0	Normal Line / SPOT (22)	10/15/12-10/15/12	3	:30	11P- 11:30P (EST)	1								1	\$700.00	\$700.00	West Palm Beach (WPEC)		10/8/12
23.0	Normal Line / SPOT (23)	10/09/12-10/12/12	3	:30	11:30P- 12:30A (EST)	4		X	X	X	X			3	\$225.00	\$675.00	West Palm Beach (WPEC)		10/8/12
23.0.1	Closed Preempt (23)	10/09/12															West Palm Beach (WPEC)	Sold Out/Exception - Higher cash in breaks during that time due to political run	10/8/12
24.0	Normal Line / SPOT (24)	10/15/12-10/15/12	3	:30	11:30P- 12:30A (EST)	1								1	\$225.00	\$225.00	West Palm Beach (WPEC)		10/8/12
25.0	Normal Line / SPOT (25)	10/14/12-10/14/12	3	:30	7A- 8A (EST)								1	1	\$150.00	\$150.00	West Palm Beach (WPEC)		10/8/12
26.0	Normal Line / SPOT (26)	10/14/12-10/14/12	3	:30	9A- 10:30A (EST)								1	1	\$900.00	\$900.00	West Palm Beach (WPEC)		10/8/12
27.0	Normal Line / SPOT (27)	10/14/12-10/14/12	3	:30	10:30A- 11:30A (EST)								1	1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/8/12
27.0.1	Closed Preempt (27)	10/14/12															West Palm Beach (WPEC)	Pre-empt/Exception - per Lullie	10/8/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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AGREEMENT FORM FOR POLITICAL BROADCASTS

BROADCASTERS

NAB

STATION and LOCATION WPEC-TV, Palm Beach, FL Date 10-5-12

1. Dudley Media (on behalf of) Florida Democratic Party

A legally qualified candidate of the Democratic political party for the office of

FL State Senate

In the General election to be held on 11-6-12 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
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- See Attached - WPEC # 1390141

Date of First Broadcast	Date of Last Broadcast
<u>10-9-12</u>	<u>10-15-12</u>

Total Charges:

\$ 23,693.75

not

The broadcast time will be used by Florida Democratic Party - Sachs/Brown/Smith
I represent that the payment for the above-described broadcast time has been furnished by Florida Democratic Party - Sachs/Brown/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is () a corporation; () a committee; () an association; or () other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Gonzalez, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted.) The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office.)

Date 10-5-12

(Candidate or Agent) Bob Bradley

Accepted ☒ Rejected ☐ By Robert Bradley Title State Senator
This request whether accepted or rejected, will be available for public inspection for a period of two years.

RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE



CANDIDATE/ISSUE: Fla. Dem Party / 3 PAC PARTY: Democratic

OFFICE/DESCRIPTION: Secy, Bureau, Smith ELECTION DATE: 11/6/12

INQUIRY MADE BY: Bob Durey

Candidate Manager Agency Committee (circle one)

ADDRESS:

Duvalley McCain

919 Crithmore St.

Philadelphia, PA 19147

PHONE:

FAX:

EMAIL:

Information Requested:

Rates & Avails

Final Disposition:

Order placed \$27,875⁰⁰

If Committee, list officers and position:

Alma Gonzalez, Treasurer

DATE:

TIME:

TAKEN BY:

Cheryl Boland
T. Rep Walsh